

**Press Release**

## **Beurer children's sonic toothbrush SC 11 impresses in usage study**

Ulm, 5 October 2026 – Brushing teeth twice a day is part of the routine for families. But especially for children, it's not just about how thoroughly a toothbrush cleans: it should fit well in small hands, be easy to use and, ideally, even make brushing fun. How well this succeeds has been investigated by a usage study\* conducted by [Medical School 11, Heidelberg](#) (Website in German). In the overall assessment, 91 per cent of users rated the [Beurer children's sonic toothbrush SC 11](#) as good or very good.

The survey was conducted from June to August 2026. The evaluation was preceded by an approximately four-week usage phase in which 80 children aged between 3 and 12 used the toothbrush under the supervision of dental prophylaxis professionals. In the overall



assessment, 50 per cent of participants rated the toothbrush as very good and 41.25 per cent as good. From this 91 per cent, Beurer derives a new communication seal that makes the overall performance of the children's sonic toothbrush visible.

### **Operation and ergonomics receive good ratings**

The SC 11 performed particularly well in terms of operation and ergonomics: 95 per cent awarded a good or very good rating. Just as many were satisfied with the battery life. The cleaning performance was also convincing: 83.75 per cent rated it as good or very good. Positive: 76.25 per cent also found the toothbrush to be quiet or very quiet. Beurer sees this value as confirmation, as a focus in product development was on an especially quiet toothbrush that is also suitable for noise-sensitive children.

This is because, for a children's toothbrush, it's not only the cleaning result that counts. Motivation also determines how well dental care can be integrated into everyday routine. According to 85 per cent of respondents, the colours and motifs of the SC 11 increased motivation and fun well or very well. The toothbrush is available in Aqua Blue and Seastar

Pink in the “SpongeBob SquarePants” design and comes with two brush heads for children from three and six years respectively. Finger indentations make it easier to hold securely; the vibration timers after every 30 seconds and two minutes help children intuitively learn to brush all areas of the mouth evenly.

### **High willingness to recommend and continue use**

The outlook beyond the test phase is also positive: the likelihood of recommendation reached 8.28 out of 10 points, and the expected continued use even 8.51 out of 10 points. The sustainability aspect of the SC 11 also played a role: for 68.75 per cent, corresponding features were important or very important. The housing of the SC 11 and the replacement brush heads are made of 100 per cent recycled material, and the bristles are made of 100 per cent renewable raw materials.

The [Beurer sonic toothbrush SC 50](#) had already impressed in a user observation with 188 dental prophylaxis professionals: it achieved a positive overall rating of 4.10 out of 5 points, with around 86 per cent of participants rating it overall as good or very good. This means that positive results from the dental professional community are now available for both the Beurer sonic toothbrush for adults and the model for children.

*\*User study carried out with 80 children under supervision of dental hygienists by Medical School 11, Heidelberg*

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**Social media****About Beurer**

Beurer was founded in Ulm in 1919 and now leads the way in several product categories. The family business is synonymous with a modern and healthy lifestyle, which is reflected in the claim "healthy. life. style." for the Beurer brand. Originally a manufacturer of heat pads and heated underblankets, Beurer has grown into an expert, full-range supplier offering more than 500 products. Today, the traditional company offers various products for use at home across its product categories of Health, Wellbeing, Beauty, Personal Care, Home, Fitness, Baby and Pet Care. These include medical devices such as blood pressure and blood glucose monitors, clinical thermometers, pulse oximeters, nebulisers, insect bite healers and products for pain therapy. The product range also covers the areas of flexible heating, weight, air, massage and recovery. What's more, Beurer offers various beauty products in the categories of facial care, body care, hair care, hair removal, manicure & pedicure, as well as a men's grooming range and electric toothbrushes in the Personal Care category. Beurer offers a range of fitness products in its "Antelope by beurer" product group. The Baby category contains products adapted to the needs of children, babies and their parents. With "Love Your Pet by beurer", Beurer offers a wide range of products for pets. The "Connect" product group includes a wide range of apps that can be combined with Beurer products and make people's everyday routine easier. Around 1800 employees worldwide and a distribution network spanning more than 100 countries contribute to the company's ever-growing success. You can find more information at [www.beurer.com](http://www.beurer.com).